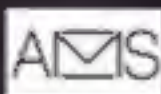


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A reaction was bound to come. For too many years, people saw endless expanses of tepid floor coverings. They became hungry for color. Then Cabin Crafts came on the scene with imaginative, colorful rugs. Today many people buy a Cabin Crafts area rug first, and use the colors for a whole room. These rugs have the flavor of custom designs. *Individuality*. They look frightfully expensive. But happily, they are not. "Morimba" (large picture) is \$19.95 in 4' x 4', \$44.50 in 6' x 6'—a plush cotton blend. "Hidalgo" is Acrilan® in 7 stripe combinations, 27" x 48" at \$16.95 to 9' x 12' at \$199.50. All Cabin Crafts carpeting has this sense of color—Acrilans, nylon, blends—\$5.95 to \$19.95 sq. yd. Write for Room Service book on how to decorate with Needle tuft Rugs and Carpets. Cabin Crafts, Inc., Dept. NY-4, Dalton, Ga.

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(And win one of America's finest shirts)

White to move and mate in three. When you think you've solved it—look again. There's more to this one than meets the eye. Mail your solution (or request for solution) to Celanese Corporation of America, 100 Madison Avenue, New York 16, N. Y., Dept. 14-B. The first 6 correct entries (by postmark) win a free Alfred Shirt. No entries postmarked after May 30 will be accepted. Win or no, the Editor of Chess Review, who conceived the problem, will send you a full explanation.

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Even if you don't play chess, you can still make the smartest move of all. Simply get your hands on—and your arms in—these excellent Alfred Sports Shirts. They do wonders for your ego and the reason is clear. Alfred of New York is "Capablanca" of his trade and Celanese acetate reveals his talent at its best. No shirting rivals acetate's cool comfort, or its ability for compliments. Check?

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*Reg. U. S. Pat. Off.

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... refreshment fulfills a friendly mission

The location... an airfield somewhere in the Pacific area. The place... a recreation hut. The flyers... veterans all. The drink... Coca-Cola, served from its red dispenser just as at familiar soda fountains at home. Thus do fighting men get together for friendly recreation many places across the seas. The phrase *Have a Coke* expresses the friendliness and hospitality that come second-nature to your Yankee fighting

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Our fighting men meet up with Coca-Cola many places overseas, where it's bottled on the spot. Coca-Cola has been a globe-trotter "since way back when".



You naturally hear Coca-Cola called by its friendly abbreviation "Coke". Both mean the quality product of The Coca-Cola Company.

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When you've met
your match.

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When the name of the game is looking like this, the name of the hairdresser is Command Hair Care. 8118

What a man wants, a man gets.

There's more than one way to look like a man.

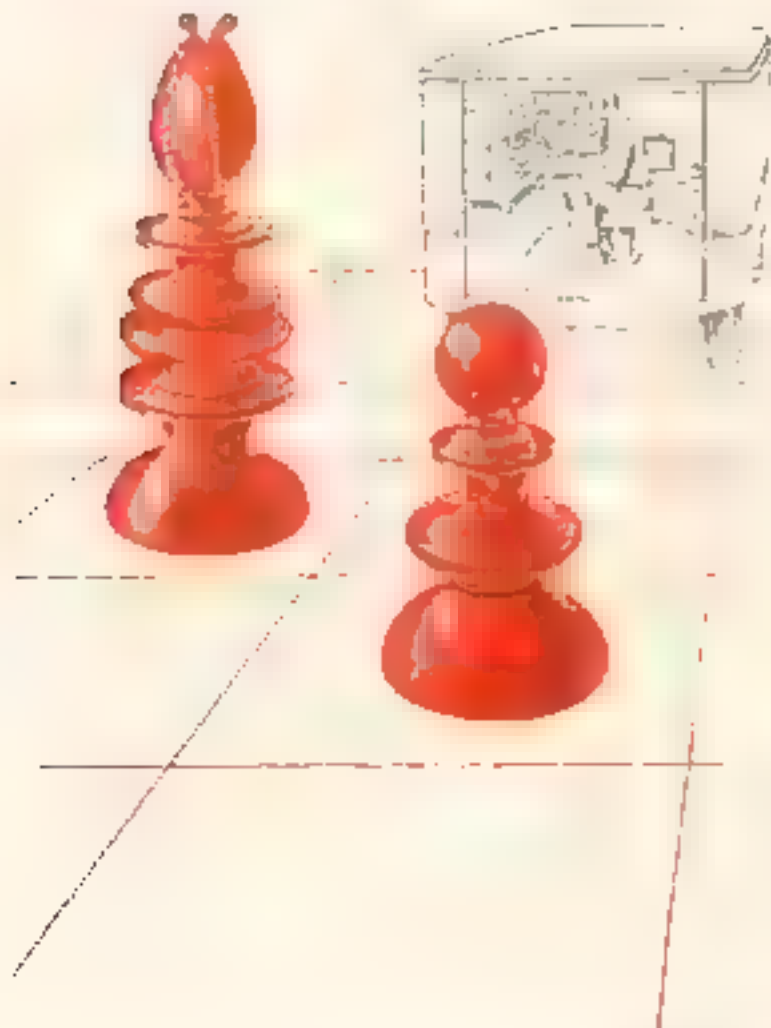
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How to move with confidence



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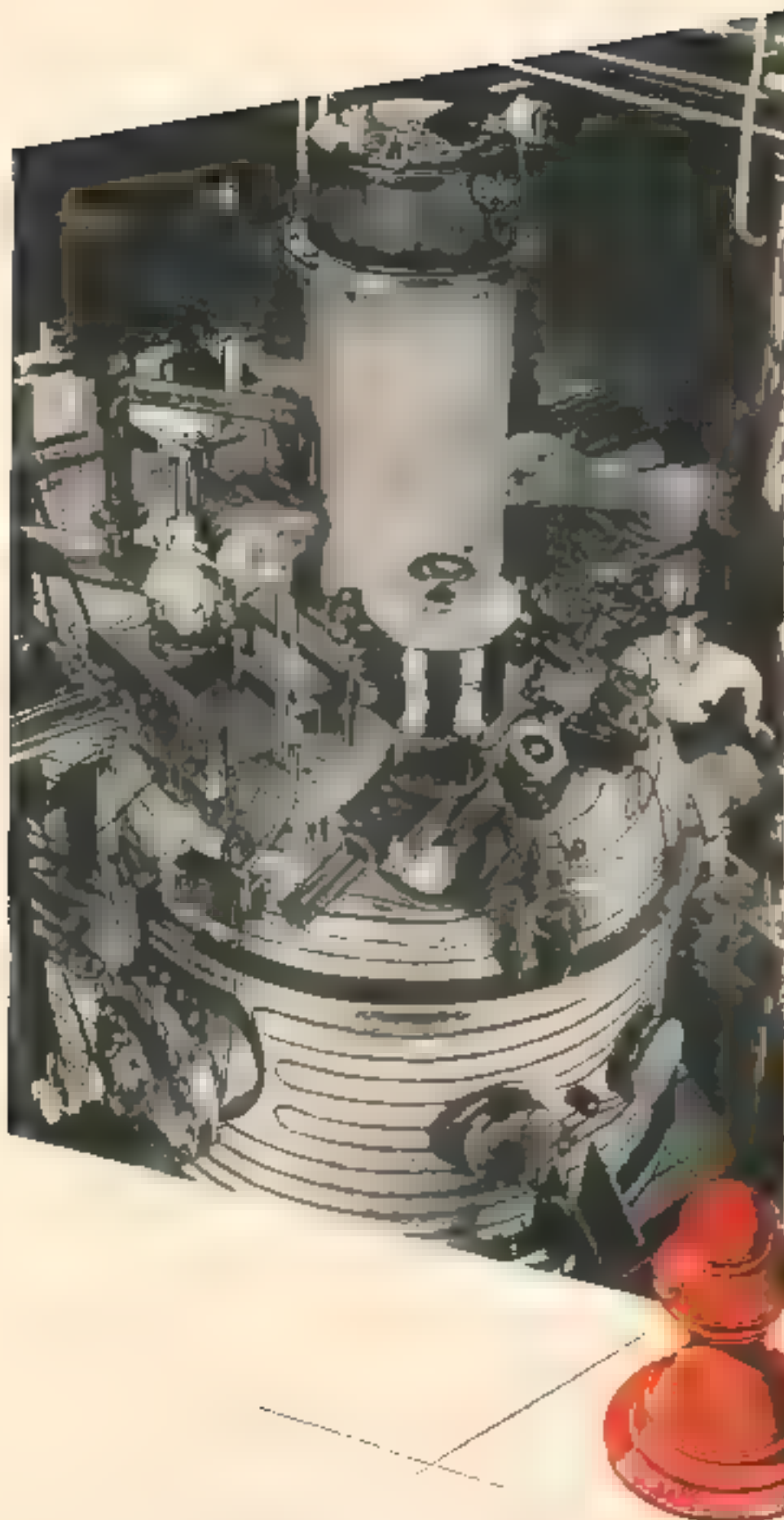
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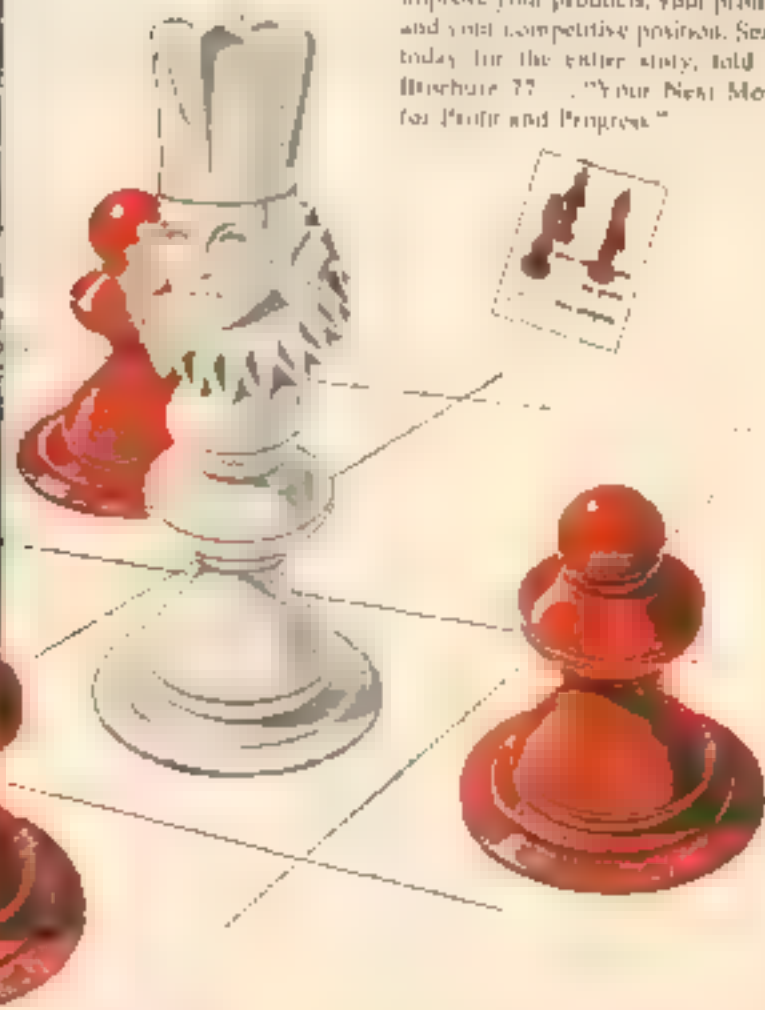


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But his happiest moment came last year
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CHECKMATE!

In 1914 more than 150,000 human beings in the South were condemned to the slow tortures of pellagra. There were many theories, but no one knew the cause of this dread disease. Goldberger made an inspired guess.

He took a Mississippi orphanage as his laboratory—173 children. He added milk, eggs, fresh vegetables to their diet; meat, four days a week instead of once.

At the end of a year only one child had pellagra, where 130 had had it before.

More studies, and Goldberger was ready for the crucial test, his game

of chess with death. He and fifteen of his associates tried to give themselves pellagra—while on an anti-pellagra diet—by every conceivable means. They failed—thus proving that pellagra is only caused by a vital lack in the diet of the victims. Checkmate!

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Among the hundreds of products of the House of Squibb, none are more important than their vitamin products.

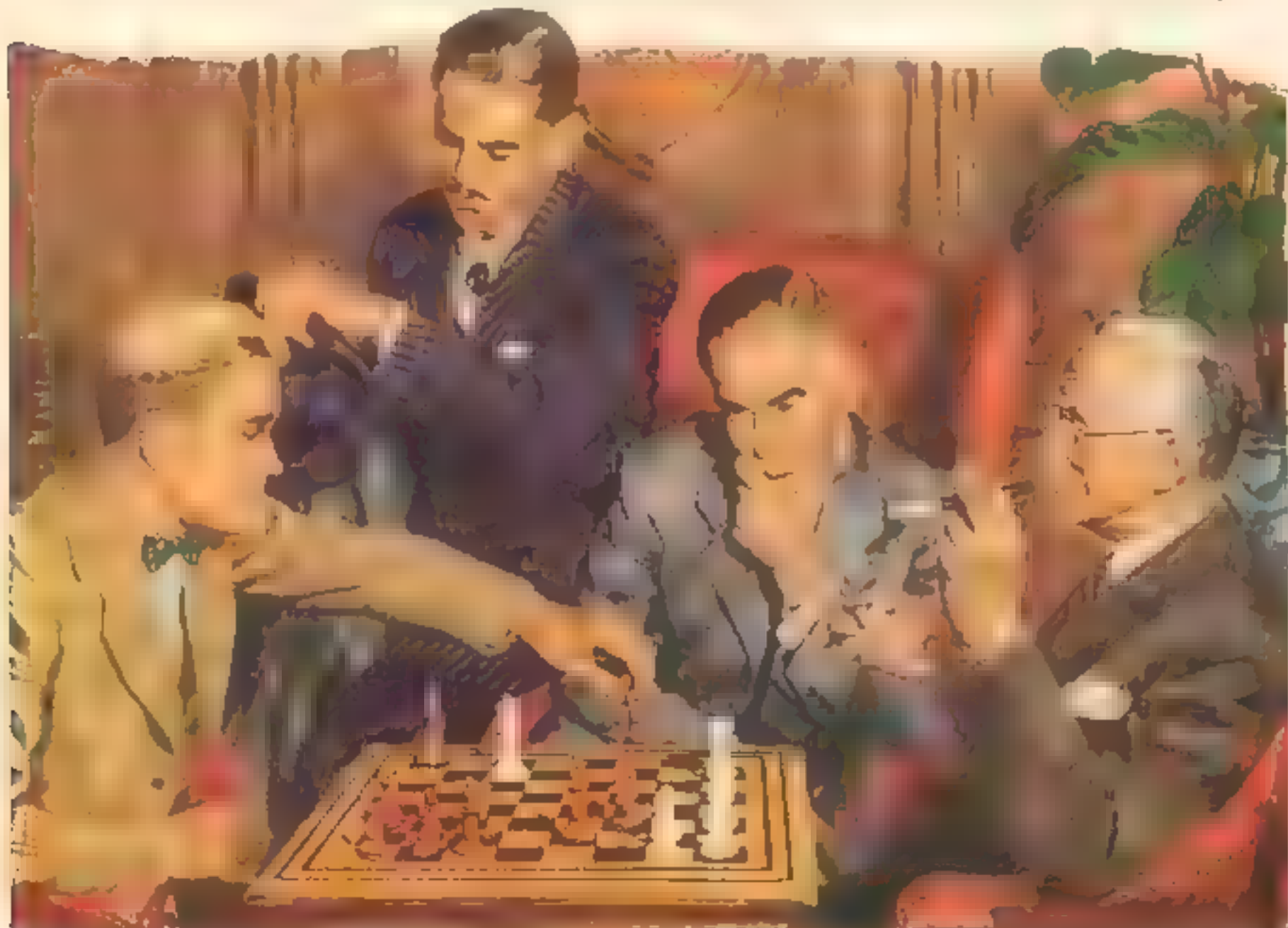
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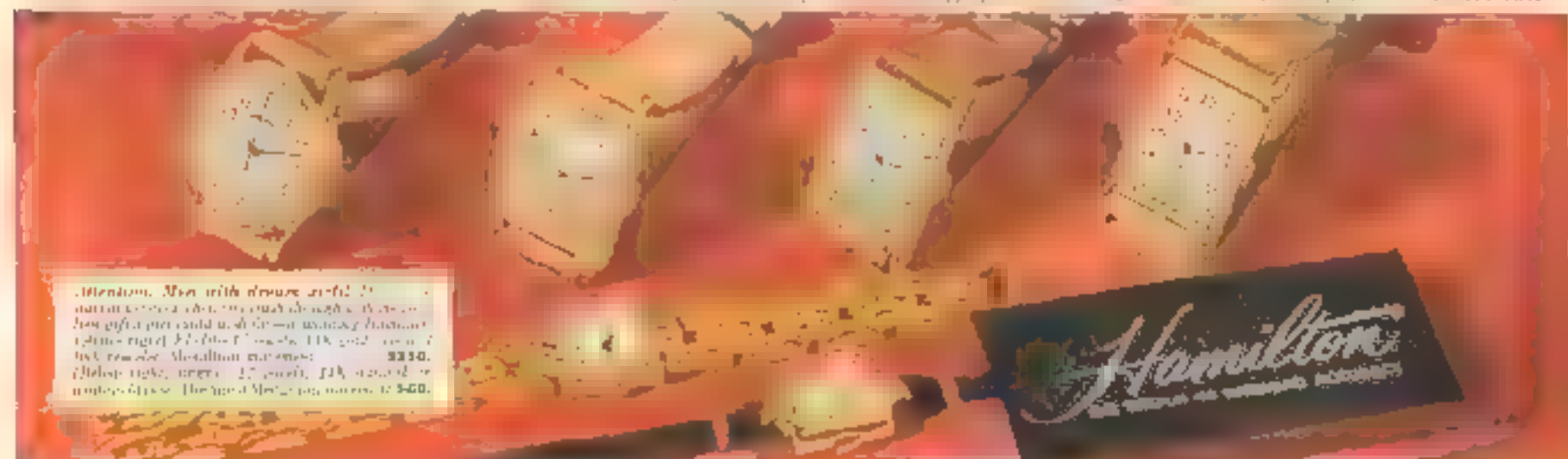
EAZY EAZY He's got more than just working hands to get along in the world? He knows the importance of being punctual. That's why he'll love you for giving him a watch to mark time. Give Hamilton on his birthday or for Christmas. The no-nonsense thimble has 17 jewels, 14K gold fill case. **\$27.75.**

EARLY BIRD He's a busy man, so he needs a watch to keep him on track. He'll love the look of the watch, the feel of the watch, the sound of the watch. The watch is a masterpiece of design and craftsmanship. The watch is a masterpiece of design and craftsmanship. The watch is a masterpiece of design and craftsmanship. **\$44.00.**

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Autumn on Grass

Two favorite sources
Check Mate

Shabbellone's shopping
as therapy.

And now, way enough
about her legs...

Silk Reflection





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THE solving of chess problems appeals to the subtle mind, so subtly balanced are the possibilities. And it is to the subtle policy that the House of "Highland Queen" Whisky is appealing, for there is no more subtle example of balance and leadership. "10 years old - no less" is what it is, and you enjoy its more balanced flavor, you will appreciate the significance of this simple fact. "Highland Queen" is the product of Scotland's largest Independent Distillers, James Watson and Sons, Perth, Edinburgh; also Glasgow and London.

White on move and ready to fight

HIGHLAND QUEEN

10 YEARS OLD SCOTCH WHISKY — NO LESS

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The thoughtful move
in any matter of business or finance is
an appraisal of the professional qualities of the bank
involved. At home or abroad, the Irving is
known as "the bank for bankers and businessmen."

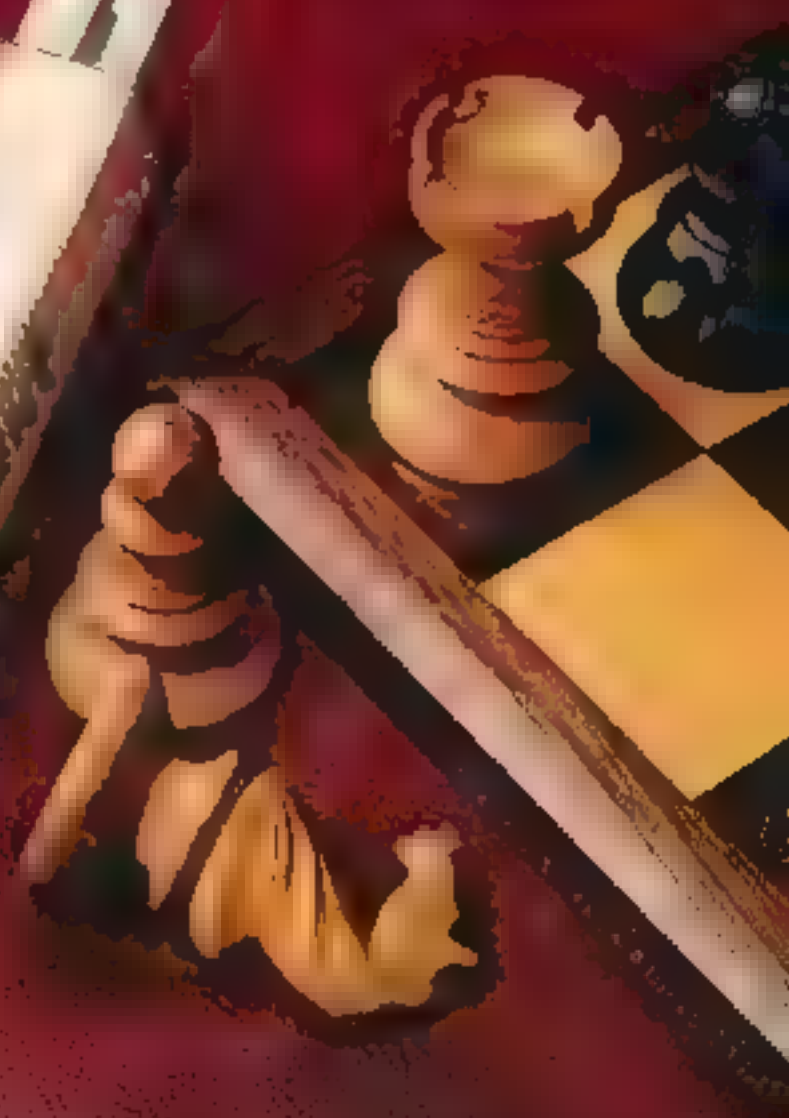
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*King Size
and Regular
Length*



Foresight Wins

OF CHESS, Benjamin Franklin wrote—"Several very valuable qualities of the Mind, useful in the course of human Life, are to be acquir'd and strengthened by it." Foresight he mentioned first.

Certainly, there is one occasion in life where planning and foresight are necessary—that is when a man becomes head of a family and faces the responsibility for the future of his wife and children.

If you plan your financial affairs as skillfully as the expert does his chess game, you will fortify yourself

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A Life Insurance Program started early and planned carefully is your wisest move in the uncertain game of living. It will afford your wife a sure income and untold peace of mind in case she is left alone to bring up your children, and it can give you security during your retirement years.

A Metropolitan Field-Man will gladly help you work out the Program best suited to your needs. Telephone your local Metropolitan office or mail the coupon.

The Metropolitan issues life insurance in the usual standard forms, individual and group, in large and small amounts. It also issues annuities and accident and health policies.

The Metropolitan is a mutual organization. Its assets are held for the benefit of its policyholders, and any desirable surplus is returned to its policyholders in the form of dividends.

Metropolitan Life Insurance Co., 1 Madison Ave., New York, N.Y.

Without obligation on my part, I would like to have information regarding a Life Insurance Program to meet my needs.

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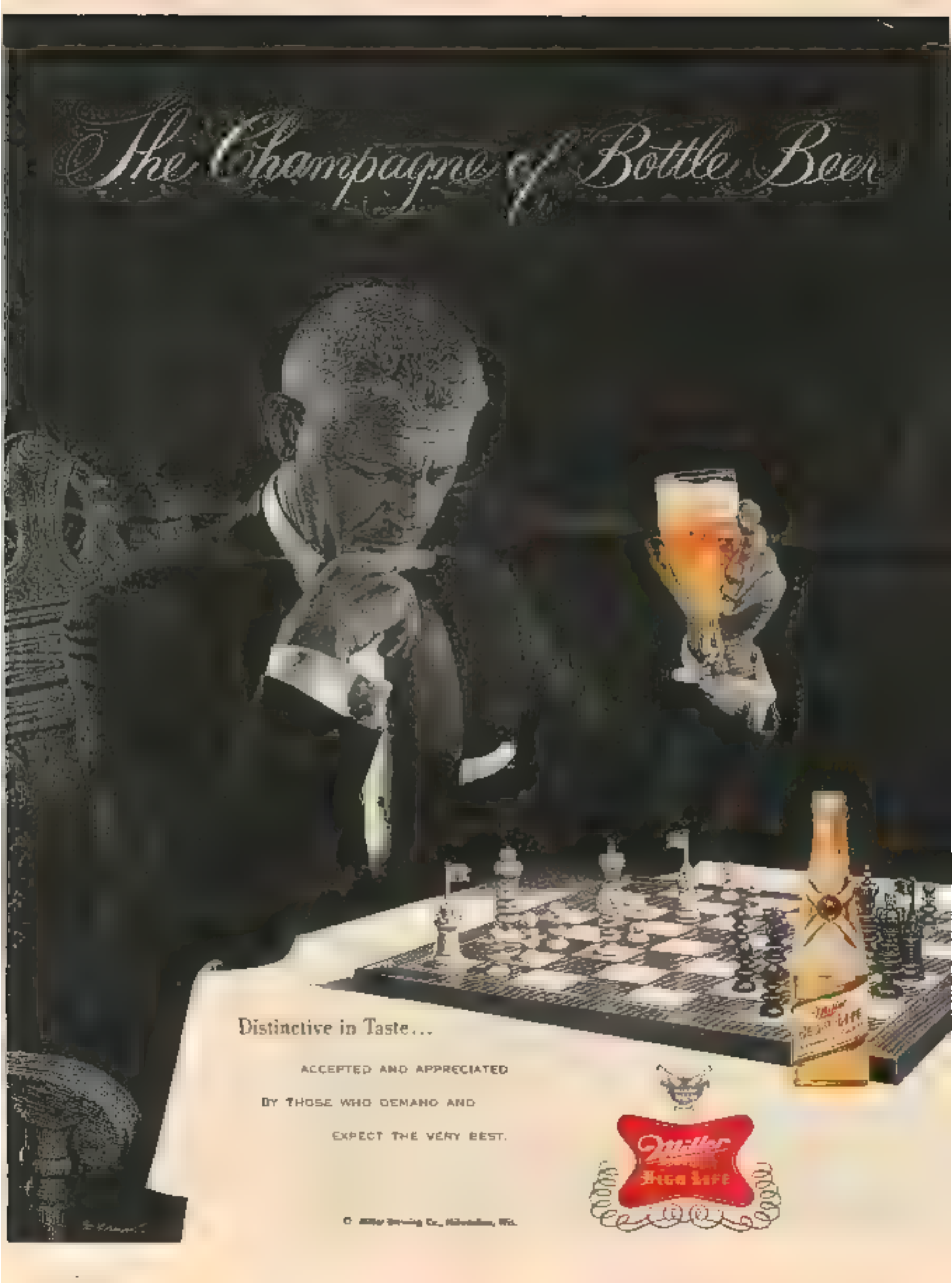
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Win!

—with the aid of *Right Lighting*



Deeply absorbed in the game — how little they realize the part good lighting can play. And deft as their skill may be, a dim or a glaring light will tire their eyes and dull their keenness. For light can be soothing, restful — an aid to hours of recreation — or it can destroy recreation!

In everything you do, good lighting has a part — more of a part than it usually gets credit for. It can make the evening call thoroughly enjoyable. It can add the finishing touch of hospitality and pleasure to an evening of chess, of checkers, or of cards. It can make the dancing party a wonderful success. As you work, plan, play, or entertain, make your lighting appropriate!

And good lighting — appropriate lighting — is mostly a matter of common-sense rather than engineering knowledge. If you will get two or three times as much light — and then shade it better — you will be delighted at the result. Try a few experiments with silk, cretonne, parchment and glass shades. You will find it fascinating, and the ability to get more lighting and, at the same time, softer lighting is something worth learning! You can identify the store where NATIONAL MAZDA lamps are sold, by the Blue Convenience Canon on display. National Lamp Works of General Electric Company, 103 Nela Park, Cleveland, Ohio.



Each of these lamps represents a lamp that we would like to put in a display lighting scheme.

The Blue
Convenience
Canon

NATIONAL MAZDA LAMPS





Good style means
minimal
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A FRIENDLY GAME AT COL. CROW'S, 1848

After defeating his visitors at chess, Kentucky's pioneer distiller James Crow more than made up for it by serving them some of his justly famous whiskey.

OLD CROW

Kentucky Straight Bourbon Whiskey

To whiskey-making, as to chess, James Crow brought a keen analytic mind. To this day, the fine quality of Old Crow has never been duplicated. Enjoy distinctive Old Crow tonight... now available at a milder 56 Proof as well as in the traditional 100 Proof Bottled in Bond.

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Wine is far less complicated than chess and tastes good. Paul Masson has twelve table wines; 7 white, 4 red, 1 pink. All of them are delicious but each is different. So, we invite you to send for our free booklet which tells the how and when and why of Paul Masson wines. In no time you'll be ready for any match with menus.

[The chess problem above was worked out for us by George Koltanowski, Author and blindfold Chess Champion; White to play and mate in two moves. If you'd like to match wits with him fill out part 2 of the coupon below; if not just stick to part 1. Either way it's your move.]


PAUL MASSON

Dear Paul Masson Vineyards, Saratoga, California:

1 ☐ Please send me your booklet on table wines.

2 ☐ Here is my solution for Mr. Koltanowski. _____ I shall be delighted to receive his and his free brochure "100 Chess Traps" even if I'm wrong. I shall be even more delighted if my answer is among the first correct I'll checked after April 30, 1961 and I win a copy of Mr. Koltanowski's book "Adventures of a Chess Master"

NAME _____ ADDRESS _____ CITY _____ STATE _____



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What fun an evening by the fire can be with today's relaxed people. They're at ease about so many things—even keeping slim. Their modern taste for lighter, less-filling food and drink lets them show a good figure every time.

Today's Pepsi-Cola, reduced in calories, goes right along with this sensible modern trend in diet.

Never heavy, never too sweet,
it refreshes without filling.
Have a Pepsi!

Pepsi-Cola *refreshes without filling*





PIRELLA



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Henry Clay (left) and Sam Jones (right) in San Juan. Photograph by Tom Hulsman.

"I brought home a new chess defense from Puerto Rico —and the good news about dry rum."

"It almost made up for the shellacking I had just taken when I was handed a daiquiri," reports Henry Clay of Shreveport, Louisiana. "And what a daiquiri."

"It was bright. Clear. Brilliant. And it had a dry quality that I will never forget."

"When I got home to Shreveport, I couldn't wait to tell my friends about Puerto Rican rum. We tried it in all sorts of different drinks."

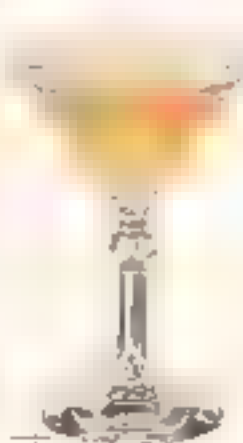
"Rum Sour. Rum and tonic. Rum old

fashionably. Rum on the rocks. We even invented our own rum drinks. We've found you can't go wrong with the remarkable rum of Puerto Rico."

"And my chess defense has paid off, too."

Daiquiri Recipe: 1½ oz. white Puerto Rican rum—juice ½ lime or 1 lemon—2½ tsp. sugar. Shake well with ice and strain into cocktail glass or serve on the rocks. For free rum recipes, write: Rums of Puerto Rico, Dept. N13, 906 Fifth Ave., New York 19.

Daiquiri



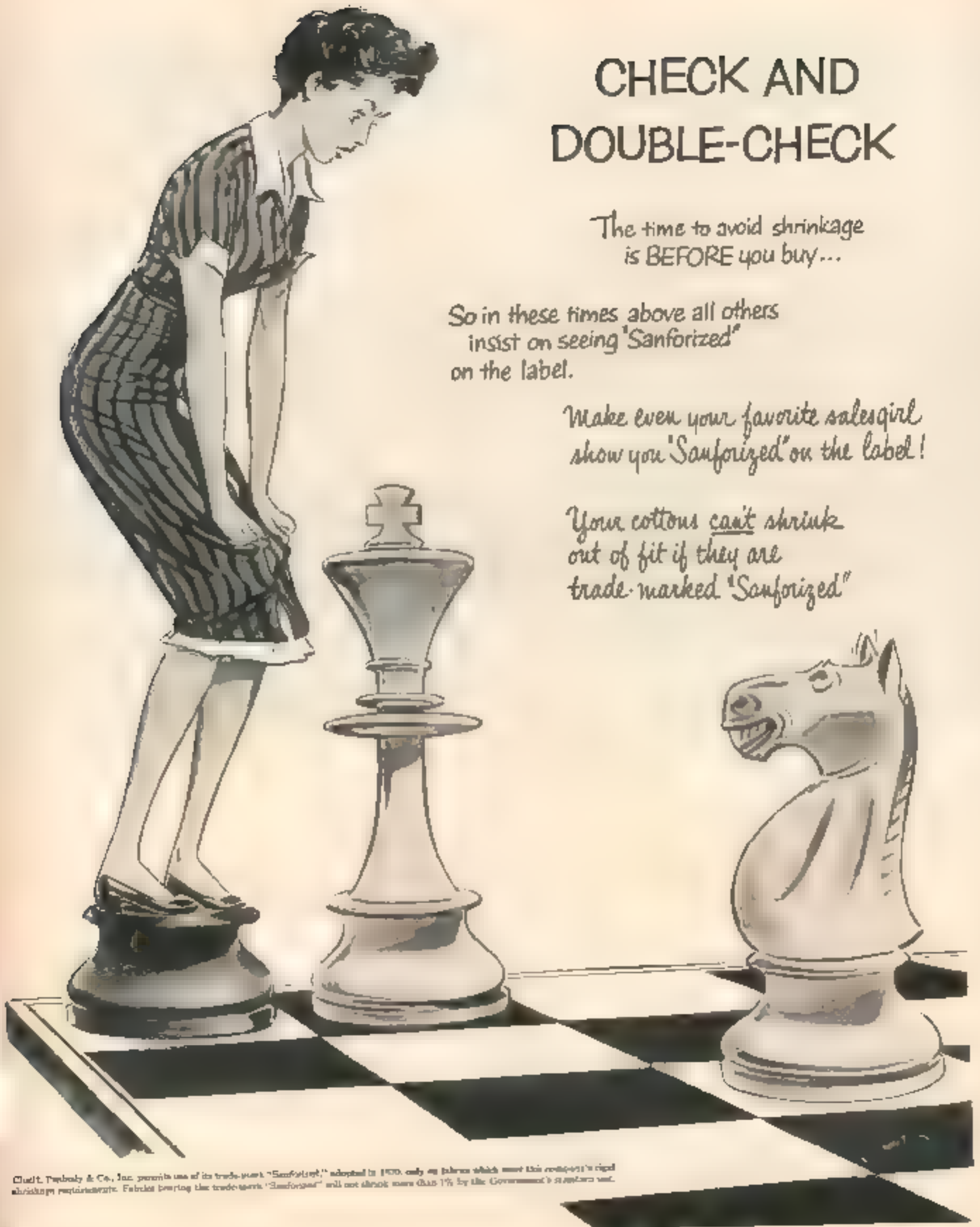
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"Circus" by Douglas Crockwell. Number 104 in the series, "Home Life in America"

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WHITE'S DEFENSE AT 76° N, 68° W...

Master chess demands the application of the science known as Game Theory. In modern military strategy, Game Theory is further refined to determine optimum moves in the mightiest contest ever known—the global match between the Free World and the Communist World.

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